



## Flight Dates 10/03/12-10/16/12

Order Sep 00:15:00

EOM/EOC

Product Estimate # 366

**CFGA-Arizona** Alt Order # 313644 Contract / Revision

Billing Type Cash Original Date / Revision Agency Com 15%

> 10/03/12 10/03/12 Order Type **GENERAL Billing Contact**

Billing Cycle Advertiser Club for Growth Action 15260 Ventura Boulevard - Suite #1

Billing Calendar BROADCAST Sherman Oaks, CA 91403-5347

Demographic A25-54 Agency Target Enterprises

**Rev Codes** POL **POL** ISS **Buying Contact** 

Sales Office KNXVL Product Codes PL

Sales Region LOC Priority P-1 15260 Ventura Boulevard - Suite #1 Advertiser Ref Agency Ref Sherman Oaks, CA 91403-5347

Primary Account Executive

KNXV House

Account Executive Order% Start Date **End Date** 

**KNXV** House 100%

Older Share 76	Market value					
Competing Station	% of Order	Amount				
CABLE	%					
KASW	%					
KDRX	%					
KPHO	%					
KPNX	%					
KPPX	%					
KSAZ	%					
KTVK	%					
KTVW	%					
KUSK	%					
KUTP	%					
UNKWN	100%					

Market Value

Order Share %

**Order Totals Billing Plan** 

Month # of Spots Net Amount Gross Amount Rating Start Date End Date # Spots Net Amount Gross Amount \$75,225.00 \$75,225.00 October 2012 90 \$88,500.00 0.00 10/01/12 10/16/12 90 \$88,500.00 90 0.00 Totals \$75,225.00 \$88,500.00

											lota	IS
Ln Ch	Start	End	Inventory Code	Break	Start/End Ti	me Days	Len	Spots	Rate Pri	Rtg Type	Spots	Amount
1 KNXV	10/08/12	2 10/16/12	M-F 7-9am M-F 7-9am	СМ	7am-9am	МГЖГБ	:30	3	\$600.00 P-1	0.00 NM	5	\$3,000.00
<u>Star</u> Week: 10/0 Week: 10/1		End Date 10/14/12 10/21/12	Weekdays MTWTF MT	Spots/Week 3 2	Rate \$600.00 \$600.00	Rating 0.00 0.00						
E 2 KNXV	10/03/12	2 10/16/12	M-F 10am-11am The View	СМ	10am-11am	МГЖГБ	:30	3	\$400.00 P-1	0.00 NM	10	\$4,000.00
<u>Star</u>	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/0	01/12	10/07/12	WTF	3	\$400.00	0.00						
Week: 10/0	08/12	10/14/12	MTWTF	5	\$400.00	0.00						
Week: 10/1	15/12	10/21/12	МГ	2	\$400.00	0.00						





<u>Contract / Revision</u> 313644 <u>Flight Dates</u> 10/03/12-10/16/12 <u>Hiatus Dates</u>

<u>Original Date / Revision</u> 10/03/12/ 10/03/12 <u>Order Sep</u> 00:15:00

Advertiser Club for Growth Action Product CFGA-Arizona Estimate # 366

Line Change											Tot	als
The View	Ln Ch	Start	End	Inventory Code	Break	Start/End Tin	ne Days	Len Spo	ts Rate Pri	Rtg Type		
Siart Date   End Date   Week (1001/12   1007/12   1007/12   1007/12   1007/12   1007/12   1007/12   1007/12   1007/12   1007/12   1007/12   1007/12   1007/12   1007/12   1007/12   1007/12   1007/12   1007/12   1007/12   1007/12   1007/12   1007/12   1007/12   1007/12   1007/12   1007/12   1007/12   1007/12   1007/12   1007/12   1007/12   1007/12   1007/12   1007/12   1007/12   1007/12   1007/12   1007/12   1007/12   1007/12   1007/12   1007/12   1007/12   1007/12   1007/12   1007/12   1007/12   1007/12   1007/12   1007/12   1007/12   1007/12   1007/12   1007/12   1007/12   1007/12   1007/12   1007/12   1007/12   1007/12   1007/12   1007/12   1007/12   1007/12   1007/12   1007/12   1007/12   1007/12   1007/12   1007/12   1007/12   1007/12   1007/12   1007/12   1007/12   1007/12   1007/12   1007/12   1007/12   1007/12   1007/12   1007/12   1007/12   1007/12   1007/12   1007/12   1007/12   1007/12   1007/12   1007/12   1007/12   1007/12   1007/12   1007/12   1007/12   1007/12   1007/12   1007/12   1007/12   1007/12   1007/12   1007/12   1007/12   1007/12   1007/12   1007/12   1007/12   1007/12   1007/12   1007/12   1007/12   1007/12   1007/12   1007/12   1007/12   1007/12   1007/12   1007/12   1007/12   1007/12   1007/12   1007/12   1007/12   1007/12   1007/12   1007/12   1007/12   1007/12   1007/12   1007/12   1007/12   1007/12   1007/12   1007/12   1007/12   1007/12   1007/12   1007/12   1007/12   1007/12   1007/12   1007/12   1007/12   1007/12   1007/12   1007/12   1007/12   1007/12   1007/12   1007/12   1007/12   1007/12   1007/12   1007/12   1007/12   1007/12   1007/12   1007/12   1007/12   1007/12   1007/12   1007/12   1007/12   1007/12   1007/12   1007/12   1007/12   1007/12   1007/12   1007/12   1007/12   1007/12   1007/12   1007/12   1007/12   1007/12   1007/12   1007/12   1007/12   1007/12   1007/12   1007/12   1007/12   1007/12   1007/12   1007/12   1007/12   1007/12   1007/12   1007/12   1007/12   1007/12   1007/12   1007/12   1007/12   1007/12   1007/12   1007/12   1007/12   1007/12   1007/12   1007	E 2 KNXV	10/03/1	2 10/16/12		CM	10am-11am	MTWTF	:30	3 \$400.00 P-1	0.00 NM	10	\$4,000.00
Week: 1001/12   1007/12	E 3 KNXV	10/03/1	2 10/16/12			430pm-5pm	MTWTF	:30	3 \$400.00 P-1	0.00 NM	10	\$4,000.00
Week: 1008/12   1014/12   MTFT-   5 \$400.00   0.00					Spots/Week		Rating					
Very		-										
E4 KNXV 10/03/12 10/16/12   MF 5pm-530pm												
Week: 1001/1/2   1007/1/2   MTWTF-   5 \$1,200.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00   0.00						-		:30	3 \$1,200.00 P-1	0.00 NM	10	\$12,000.00
Week: 10/16/12   10/14/12   MTF   2 \$1,200.00   0.00	Sta	rt Date	End Date				Rating					
Week: 10/15/12   10/16/12   ABC World News M-F CM   5:30pm-6:30pm   MTWTF-   :30   3 \$1,500.00 P-1   0.00 NM   10 \$15,000.00												
E   5   KNXV   10/03/12   10/16/12   ABC World News M-F   CM   5:30pm-6:30pm   MTWTF-   :30   3 \$1,500.00 P-1   0.00 NM   10 \$15,000.00												
Week: 100/11/2   1010/71/2					M-F CM			:30	3 \$1,500.00 P-1	0.00 NM	10	\$15,000.00
Week: 10/15/12   10/14/12   MTNTF-   2 \$1,500.00   0.00   0.00   0.00	Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10/15/12   10/21/12   MT   2 \$1,500.00   0.00		-										
E 6 KNXV   10/03/12   10/16/12   M-F 6pm-630pm   CM   6pm-630pm   MFWIF-   :30   3 \$1,200.00 P-1   0.00 NM   9 \$10,800.00												
Neek: 10/01/12   10/07/12   10/07/12   10/07/12   10/07/12   10/07/12   10/07/12   10/07/12   10/07/12   10/07/12   10/07/12   10/07/12   10/07/12   10/07/12   10/07/12   10/07/12   10/07/12   10/07/12   10/07/12   10/07/12   10/07/12   10/07/12   10/07/12   10/07/12   10/07/12   10/07/12   10/07/12   10/07/12   10/07/12   10/07/12   10/07/12   10/07/12   10/07/12   10/07/12   10/07/12   10/07/12   10/07/12   10/07/12   10/07/12   10/07/12   10/07/12   10/07/12   10/07/12   10/07/12   10/07/12   10/07/12   10/07/12   10/07/12   10/07/12   10/07/12   10/07/12   10/07/12   10/07/12   10/07/12   10/07/12   10/07/12   10/07/12   10/07/12   10/07/12   10/07/12   10/07/12   10/07/12   10/07/12   10/07/12   10/07/12   10/07/12   10/07/12   10/07/12   10/07/12   10/07/12   10/07/12   10/07/12   10/07/12   10/07/12   10/07/12   10/07/12   10/07/12   10/07/12   10/07/12   10/07/12   10/07/12   10/07/12   10/07/12   10/07/12   10/07/12   10/07/12   10/07/12   10/07/12   10/07/12   10/07/12   10/07/12   10/07/12   10/07/12   10/07/12   10/07/12   10/07/12   10/07/12   10/07/12   10/07/12   10/07/12   10/07/12   10/07/12   10/07/12   10/07/12   10/07/12   10/07/12   10/07/12   10/07/12   10/07/12   10/07/12   10/07/12   10/07/12   10/07/12   10/07/12   10/07/12   10/07/12   10/07/12   10/07/12   10/07/12   10/07/12   10/07/12   10/07/12   10/07/12   10/07/12   10/07/12   10/07/12   10/07/12   10/07/12   10/07/12   10/07/12   10/07/12   10/07/12   10/07/12   10/07/12   10/07/12   10/07/12   10/07/12   10/07/12   10/07/12   10/07/12   10/07/12   10/07/12   10/07/12   10/07/12   10/07/12   10/07/12   10/07/12   10/07/12   10/07/12   10/07/12   10/07/12   10/07/12   10/07/12   10/07/12   10/07/12   10/07/12   10/07/12   10/07/12   10/07/12   10/07/12   10/07/12   10/07/12   10/07/12   10/07/12   10/07/12   10/07/12   10/07/12   10/07/12   10/07/12   10/07/12   10/07/12   10/07/12   10/07/12   10/07/12   10/07/12   10/07/12   10/07/12   10/07/12   10/07/12   10/07/12   10/07/12   10/07/12   10/07/12   10/07/12   10/07/12   10/				M-F 6pm-630pm				:30	3 \$1,200.00 P-1	0.00 NM	9	\$10,800.00
Week: 10/03/12	Sta	rt Date	End Date		Spots/Week	Rate	Rating					
Neek: 10/15/12   10/21/12   MT				WTF								
Spot   Ch   Date Rarge   Description   Start/End Time   Form-630pm   MT   Start/End Time												
To   KNXV   10/15/12-10/21/12 M-F 6pm-630pm   6pm-630pm   6pm-630pm   6pm-630pm   MI   1.7.12   10/15/12-10/21/12 M-F 630pm-7pm   CM   630pm-7pm   MTWTF   30   3 \$1,200.00 P-1   0.00 NM   11   \$13,200.00   12   KNXV   10/03/12   10/16/12 M-F 630pm-7pm   CM   630pm-7pm   MTWTF   30   3 \$1,200.00 P-1   0.00 NM   11   \$13,200.00   M-F 630pm-7pm   MTWTF   30   3 \$1,200.00 P-1   0.00 NM   11   \$13,200.00   M-F 630pm-7pm   MTWTF   3 \$1,200.00   0.00   M-F 630pm-7pm   MTWTF   3 \$1,200.00   0.00   M-F 630pm-7pm   MTWTF   3 \$1,200.00   0.00   M-F 630pm-7pm   MT   3 \$1,200.00   0.00   M-F 630pm-7pm   MT   3 \$1,200.00   0.00   M-F 630pm-7pm   MT   30 \$1,200.00   0.00   M-F 630pm-7pm   MTWTF   30 \$1,200.00   0.00   MTWTF   30 \$1,200								Veekdays	Length Rate	Rta Type		
Rating   Start   Date   End Date   Perempt rv 10/2    Spot   MF 630pm-7pm   CM   630pm-7pm   MTWTF-   :30   3 \$1,200.00 P-1   0.00 NM   11 \$13,200.00				<del></del>			_					
M-F 630pm-7pm   M-F 630pm-7p			*	ge preempt rv 10/2	2]							
Week: 10/01/12 10/07/12 10/07/12 10/07/12 10/14/12 MTWTF-	E 7 KNXV	10/03/1	2 10/16/12		СМ	630pm-7pm	MTWTF	:30	3 \$1,200.00 P-1	0.00 NM	11	\$13,200.00
Week: 10/08/12         10/14/12         MIWTF         5 \$1,200.00         0.00           Week: 10/15/12         10/21/12         MT         2 \$1,200.00         0.00           Spot         Ch Date Range         Description         Start/End Time         Weekdays         Length         Rate         Rtg         Type           9 KNXV 10/15/12-10/21/12 M-F 630pm-7pm         630pm-7pm         MT         :30 \$1,200.00         0.00 NM           See MG 7.11,7.12 [na due to program change preempt rv 10/2]         11 KNXV 10/16/12-10/16/12 Prime News         8p-9p         -T         :30 \$1,200.00 0.00 NM           12 KNXV 10/16/12-10/16/12 Prime News         8p-9p         -T         :30 \$1,200.00 0.00 NM           12 KNXV 10/16/12-10/16/12 Prime News         8p-9p         -T							<u>~</u>					
Week: 10/15/12         10/21/12         MT         2 \$1,200.00         0.00           Spot         Ch Date Range         Description         Start/End Time         Weekdays         Length         Rate         Rtg         Type           9 KNXV 10/15/12-10/21/12 Mr-F 630pm-7pm         630pm-7pm         MT         :30(\$1,200.00)         0.00 NM           See MG 7.11,7.12 In a due to program change preempt rv 10/2]         8p-9p         -T         :30 \$1,200.00         0.00 NM           11 KNXV 10/16/12-10/16/12 Prime News         8p-9p         -T         :30 \$1,200.00         0.00 NM           We MG for 6.10,7.9         8p-9p         -T         :30 \$1,200.00         0.00 NM           E 8 KNXV 10/03/12 10/16/12 Prime News         8p-9p         -T         :30 \$1,200.00         0.00 NM           Week: 10/07/12         MF 10-1035pm         CM 10pm-1035pm         MTWFF												
Spot         Ch Date Range         Description         Start/End Time         Weekdays         Length         Rate         Rtg         Type           9 KNXV 10/15/12-10/21/12 M-F 630pm-7pm         630pm-7pm         MT         :30/\$1,200.00         0.00 NM           See MG 7.11,7.12 [na due to program change preempt rv 10/2]         T         :30 \$1,200.00         0.00 NM           11 KNXV 10/16/12-10/16/12 Prime News         8p-9p         -T         :30 \$1,200.00         0.00 NM           ₩ MG for 6.10,7.9         MG for 6.10,7.9         -T         :30 \$1,200.00         0.00 NM           E 8 KNXV 10/16/12-10/16/12 Prime News         8p-9p         -T         :30 \$1,200.00         0.00 NM           Week: 10/01/12 10/16/12 Prime News         8p-9p         -T												
See MG 7.11,7.12         [na due to program change preempt rv 10/2]         11 KNXV 10/16/12-10/16/12 Prime News       8p-9p       -T	Spot Ch	Date Ra		<u>escription</u>	Start	/End Time		Veekdays	Length Rate	Rtg Type		
[na due to program change preempt rv 10/2]  11 KNXV 10/16/12-10/16/12 Prime News 8p-9p -T	_			1-F 630pm-7pm	630p	m-7pm	M	Π	:30 <del>(\$1,200.00)</del>	0.00 <i>NM</i>		
11 KNXV 10/16/12-10/16/12 Prime News 8p-9p -T			•	ige preempt ry 10/2	)1							
12 KNXV 10/16/12-10/16/12 Prime News 8p-9p -T	11 KNXV	10/16/12	2-10/16/12 P	•	-	р	-	T	:30 \$1,200.00	0.00 NM		
W MG for 6.10,7.9         E 8 KNXV 10/03/12 10/16/12 N-F 10-1035pm 10pm News       CM 10pm-1035pm 10pm 10pm News       MTWTF :30 3 \$1,800.00 P-1 0.00 NM       10 \$18,000.00 NM         Start Date Week: 10/01/12 10/07/12 10/07/12 10/07/12 10/07/12 10/07/12 10/07/12 10/07/12 10/07/12 10/07/12 NTWTF 5 \$1,800.00 0.00 NM       Rate Rating Rating Number Name Name Name Name Name Name Name Name	_		,	rime News	8p-9	p	-	T	:30 \$1,200.00	0.00 NM		
10pm News   Start Date   End Date   Weekdays   Spots/Week   Rate   Rating   News   10/01/12   10/07/12   10/07/12   10/07/12   10/14/12   News   Spots/Week   Rate   Rating   News   News   10/08/12   10/14/12   News	⊕ MG	for 6.10	,7.9		·	•						
Week: 10/01/12       10/07/12       WTF       3 \$1,800.00       0.00         Week: 10/08/12       10/14/12       MTWTF       5 \$1,800.00       0.00         Week: 10/15/12       10/21/12       MT       2 \$1,800.00       0.00         E 9 KNXV 10/03/12 10/16/12 Nightline       CM 1035p-1102p       MTWTF       :30 3 \$600.00 P-1 0.00 NM       10 \$6,000.00         Nightline	E 8 KNXV	10/03/1	2 10/16/12		CM	10pm-1035pm	n МГWГF	:30	3 \$1,800.00 P-1	0.00 NM	10	\$18,000.00
Week: 10/08/12       10/14/12       MTWTF       5 \$1,800.00       0.00         Week: 10/15/12       10/21/12       MT       2 \$1,800.00       0.00         E 9 KNXV 10/03/12 10/16/12 Nightline       CM 1035p-1102p       MTWTF       :30 3 \$600.00 P-1 0.00 NM       10 \$6,000.00         Nightline       Nightline </td <td>Sta</td> <td>rt Date</td> <td>End Date</td> <td></td> <td>Spots/Week</td> <td>Rate</td> <td>Rating</td> <td></td> <td></td> <td></td> <td></td> <td></td>	Sta	rt Date	End Date		Spots/Week	Rate	Rating					
Week: 10/15/12       10/21/12       MT       2 \$1,800.00       0.00         E 9 KNXV 10/03/12 10/16/12 Nightline Nightline       CM 1035p-1102p       MTWTF       :30 3 \$600.00 P-1 0.00 NM       10 \$6,000.00												
E 9 KNXV 10/03/12 10/16/12 Nightline CM 1035p-1102p MTWTF :30 3 \$600.00 P-1 0.00 NM 10 \$6,000.00 Nightline												
				Nightline				:30	3 \$600.00 P-1	0.00 NM	10	\$6,000.00
The state of the s	<u>Sta</u>	rt Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating					



<u>Contract / Revision</u> 313644 <u>Flight Dates</u> 10/03/12-10/16/12 <u>Hiatus Dates</u>

<u>Original Date / Revision</u> 10/03/12/ 10/03/12 <u>Order Sep</u> 00:15:00

Advertiser Club for Growth Action Product CFGA-Arizona Estimate # 366

									Tota	als_
Ln Ch Start End	Inventory Code	Break	Start/End Ti	me Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E 9 KNXV 10/03/12 10/16/1	3	CM	1035p-1102p	MTWTF	:30	3	\$600.00 P-1	0.00 NM	10	\$6,000.00
	Nightline									
Start Date End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/01/12 10/07/12	WTF	3	\$600.00	0.00						
Week: 10/08/12 10/14/12	MTWTF	5	\$600.00	0.00						
Week: 10/15/12 10/21/12	МГ	2	\$600.00	0.00						
E 10 KNXV 10/03/12 10/12/1	2 M-F 7-9am	CM	7am-9am	MTWTF	:30	3	\$500.00 P-1	0.00 NM	5	\$2,500.00
	M-F 7-9am									
Start Date End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 10/01/12 10/07/12		3	\$500.00	0.00						
Week: 10/08/12 10/14/12	MTWTF	2	\$500.00	0.00						

\*Tax 1 Note: Tax 0.5%. Totals 90 \$88,500.00